

PARKERGRAMS

Efficiency is the Slogan of the Time

Efficiency Week Sept. 4, to 11, will be a demonstration both of the Efficiency of Parker Lucky Curve Pens and of the Sales Effort that is put behind them

It's a great big opportunity for YOU

Are you with us?

Why not make Efficiency Week a test of your efficiency as a salesman, set 100% as your ideal and strive every day to see how close you can come up to it?

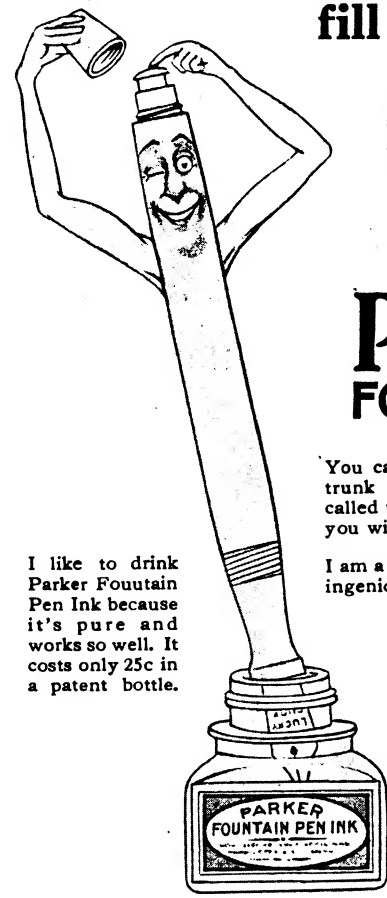
JITNEY PLAN

From September 4 to 11, public attention will be focused upon Parker Lucky Curve Pens by a merchandising event of nationwide scope—Parker Pen Efficiency Week.

The purpose of this event is to demonstrate in a strong and convincing way the advantages which Parker Pens possess. It will include demonstrations of the exclusive features such as the Lucky Curve, the Invisible Filling Device, the Safety Cap, the Transparent Barrel, the Level Lock Clip, etc.—which should make Parker Pens the logical choice of every fountain pen user.

It will also be an exposition of complete fountain pen service as exemplified in the Parker line. The public will be shown that Parker Pens meet every fountain pen need better than any other line of fountain pens.

I simply press the button and fill myself in 2 seconds



I like to drink Parker Fountain Pen Ink because it's pure and works so well. It costs only 25c in a patent bottle.

I am the Parker Lucky Curve Fountain Pen. I am two in one—a self-filler, a safety pen—the advance herald of two great ideas, wrought into one pen.
The concealed Self-Filling Device.
The Jack Knife Safety Cap.
I am so easy to fill I wish it took longer.

PARKER LUCKY CURVE FOUNTAIN PEN

You can dump me around like a traveler's trunk and the ink can't get out, yet when called upon I respond like a trained soldier—you will never catch me napping.

I am a real self-filler with a self-filling device ingeniously concealed under my cap—and since the Jack Knife Safety Cap has been added to my regular equipment, I can lay flat, right side up or stand on my head and the ink is locked in. The Safety Cap keeps it back.

I am the best kind of a traveling companion, a cheerful worker, without humps, bumps or slits—a safeguard against accidental spills.

You can find me on deck at any one of the 15,000 Parker dealers—if not, write to the house.

There are more of us—over two hundred styles of Parker Lucky Curve Fountain Pens—Standard, Self-Filling, Safety, Transparent,—selling at from \$2.50 up. Level Lock Clip 25c extra on standard pens. Catalog on request.

PARKER PEN CO., 90 Mill Street, Janesville, Wis.
New York Retail Store in the big Woolworth Bldg.



A New Note in Parker Pen Advertising

With this number of Parkergrams we introduce to you a new character who will dominate our national advertising for some time to come. The clever little caricature aptly illustrates the function of the new Self-Filling, Safety Pen, and everybody who has seen it declares that it will make a decided impression on the folks who see it in the publications which carry Parker Pen advertising. Be sure to have some of these new pens in your stock so that you can take advantage of the interest this new style of advertising will create.

Real efficiency is mental, not mechanical.

JITNEY PLAN LAY HOLD OF PASSING OPPORTUNITIES

Grasp them with both hands, and back it up with a determination to win, and success will be yours. If opportunities do not come your way, go where they are.

No man can make a success of business who would permit every little obstacle in the path to discourage him. The man who has never had any obstacles to overcome, who has not met reverses, and losses, has never tasted the joys of real living, or the days of real sport.

The man who meets difficulty, overcomes it, and makes success of what he attempts to do, develops into a man among men, and an example for the weaker brother.

A corking good suggestion on keeping lists of prospects came to us from a Parker Pen dealer the other day. Every now and then somebody drops into your store and either tells you that he expects to buy a fountain pen later or lets you know indirectly that he could use one to advantage. Don't be disheartened if you are unable to make a sale on the spot, but put down the names on a "prospect" list and keep after them later.

JITNEY PLAN KEEP A RECORD

Keep a record of your pen sales. Soon such a book becomes most interesting. When you sell a pen have your customer register name and address. We have such books and will send one to any real live wire Parker Pen customer who will use it.



Winner of first prize last year.



Winner of second prize last year.



Winner of third prize last year.

Cash Prizes for the Best Efficiency Week Window Displays of Parker Lucky Curve Pens

—and a Transparent Bakelite Pen for every photograph sent in.

For the most attractive window displays of Parker Pens made during Efficiency Week we offer three cash prizes as follows:

First Prize \$50

Second Prize \$25

Third Prize \$10

This competition is open to all dealers selling Parker Pens. Use your own originality in working out display, remembering that it will be judged for attractiveness and selling force. Award will be made by an impartial committee. Conditions of contest are as follows:

- 1st. Each dealer must sign application blank or write us that he intends to enter the contest.
- 2nd. Each dealer must mail to the Parker Pen Company, Janesville, Wisconsin, a photograph of display not later than September 30. Photos sent later will not be considered. Photographs must not be less than post card size and it is advisable to have them larger—in fact the larger, the better.
- 3rd. Display must be in window constantly during Efficiency Week.
- 4th. Dealer to enter contest must send order for not less than 1 dozen Parker Pens, or have in stock not less than 4 dozen Parker Pens. Order to accompany application blank.
- 5th. Dealer must mark on back of the photograph the total number of pens sold during this week.

Special Prize—Every dealer or clerk making display and sending in photograph of window in accordance with above conditions and not winning one of the Grand Prizes will receive, free of charge, one Bakelite Pen. This pen will be sent to Exhibiting Contestant and name will be engraved on same; but only one pen to each firm.

GOOD AS REAL MONEY AND LOOKS LIKE IT

Many hundreds of dealers have already availed themselves of the Profit Sharing dividends which was put in force in June.

It is difficult for many to realize just what this plan means. You not only make a good profit on the Parker Pens you sell but in addition to this you actually get a dividend of \$1.00 per dozen by ordering Parker Pens.

For instance, suppose you order a six dozen case assortment of Parker Pens to-day. When these are billed attached to the invoice you will find six Profit Sharing Coupons which are each good for \$1.00 to apply, not on the present bill, but on your future and filling in orders.

Suppose, for instance, in two months time you want to send in a filling in order for two dozen pens. In making out the order you take two of the coupons, attach them to the order and mail to us. When these are billed, credit for \$2.00 as so much cash is given for the two coupons on your invoice. Then two more coupons are sent you with the invoice, good on the next order, and so on.

If you have not already ordered some Parker Pens since the Profit Sharing Dividend Plan went into effect do so at once. You will be more than pleased.

Train your clerks to efficiency by precept and practice. The merchant who tolerates slipshod methods in his salespeople deserves indifferent success and always gets it.

JITNEY PLAN SLEEPING ASSETS

Have you ever taken an inventory of yourself?

Sleeping assets, if discovered at all, are discovered by self-examination, through necessity, and sometimes by failures.

A sleeping asset may be an overlooked sale possibility, a new customer, or a new sales plan to the old customer, the addition of a new selling plan to suit the selling conditions.

You may find that you have more sleeping assets than live ones. If so, wake up the sleepers, and make them serve you as your aids, for you are their master.

JITNEY PLAN EFFICIENCY WEEK

If you catch the spirit of the occasion, the actual dollars and cents results will prove a revelation to you. Dealers who co-operated actively with us in this event last year declare that Efficiency Week was the greatest boost to fountain pen business that they had ever experienced.

WASN'T CRAZY ABOUT IT

Schmidt had been hunting and was returning with an empty bag when he met a friend.

"Well, did you shoot anything, Jake?"

"Yahl I shot mein dog."

"Great Scott! Shot your dog! What's the matter, was he mad?"

"Vell, he vasn't so tam pleased about idt."

JITNEY PLAN

Make up your mind to make Efficiency Week a big week in your store—and get started at once. Giving Parker Pens special attention and thought for the next month will, naturally, culminate in an Efficiency Week of epoch-making sales. Explain the Efficiency Week idea to your clerks right away and get them enthused over it. See that every one of them is fully posted on the distinctive features of Parker Lucky Curve Pens and is able to demonstrate them to customers clearly and efficiently. Keep close watch on your assortments. If you haven't any of our new Safety Self-Fillers or Transparent-barrelled pens, get them into your stocks at once so that you can get a thorough appreciation of their merits before replenishing your stocks for Efficiency Week.

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No. 18. Price \$2.00. With *Disappearing Clip* \$3.25. This is the cheapest clip over cap pen we make.



No. 20 1/2. Price \$2.50. With *Disappearing Clip* \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new *Self Filler* at the same prices. Furnished in *Bakelite Transparent Barrel* at \$3.50.
 No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With *Disappearing Clip* \$3.25. *Bakelite Transparent* \$4.00.



No. 24 1/2. Price \$4.00. With *Disappearing Clip* \$4.25. Furnished in the new *Self Filler* at same price as above. With *Bakelite Barrel* \$5.25.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as *Self Filler* when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in *Self Filler*. No extra charge. Can be had in full, medium or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in *Self Filler* when so ordered.



No. 20 1/2. (med. length) Parker Jack Knife Safety with *Ring*. Price \$2.75.
 No. 23 1/2. Same as above except *gold pen one full size larger*. Price \$3.25. *Bakelite Transparent Barrel* \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. *Self Filler* when so ordered. Medium or full length. Price \$4.00. *Bakelite Transparent Barrel* \$1.00 extra.

EXCHANGES

Nice, fresh, crisp, up-to-date Parker Lucky Curve Fountain Pens are much better and more rapid sellers than a lot of old, faded, shop-worn "stickers," that have been staring you in the face for a long time past.

Therefore we are going to make a proposition to you to clean up your stock and start in with renewed effort and vigor in pen selling.

With your next order if you will send us your old, faded Parker Pens we will make you the following proposition.

"If you have any Parker Pens in stock that were purchased of us in which the gold pens are not damaged but the holders are faded, we will credit these at wholesale price, less a discount of 10% on the unmounted goods and 15% on the mounted goods."

In crediting these faded pens you will appreciate of course that you stand but a small fraction of the expense, we assuming by far the greater share of it as we are only asking you to stand 10% or 15% of the wholesale price whereas the holders you returned were absolutely no value to us, the rubber parts are broken up as scrap and we can make use only of the gold pen points which represent only one-half the list price of each pen.

This is simply a case where the manufacturer comes to the assistance of the dealer and both share a portion of the loss, trusting to future activity and increased sales to make up for the same.

This, of course, applies only to discolored pens. Pens returned to us in saleable condition and not discolored we exchange without any deductions whatsoever, giving equal value, dollar for dollar in exchange.

JITNEY PLAN

LAST YEAR'S EFFICIENCY WEEK WINDOW DISPLAY CONTEST

In last year's Efficiency Week Window Display Contest—photographs complying with our rules were submitted by hundreds of dealers, each of whom received a Bakelite Pen as a special prize for his effort. Winners of the grand prizes were:

- 1st Prize \$50.00—University Pharmacies, Seattle, Wash.
- 2nd Prize \$25.00—Strain's Limited, Winnipeg, Canada.
- 3rd Prize Set of Books—E. A. Kersting, Arcadia, Wis.

Who will be the winners this year and carry off the coveted honors?

JITNEY PLAN

"Can" that can't.

The dividing line between success and failure is exceedingly narrow. A pivot on which a sale is made is oftentimes delicately poised. The wrong word, lack of tact, or some other little thing will change a sale to a blank.

The salesman who possesses tact, courtesy, and good judgment is a winner, and the salesman who does not have these qualities will soon be invited to move on.

JITNEY PLAN

Have you a set of the beautiful colored Egyptian window cards?

There are four in the set and show the desert, the Pyramids, Camels, Arabs, also the wonderful Colossi of Memnon.

We also have a new set of four cards in two colors. These are the very latest. Look fine in the window. One shows the Bakelite Transparent pen, another, the "Press the Button" self filler, etc.

They are all waiting to serve you.

JITNEY PLAN

The only way to do a thing, is to do it. The only way to achieve success is to work for it.

JITNEY PLAN

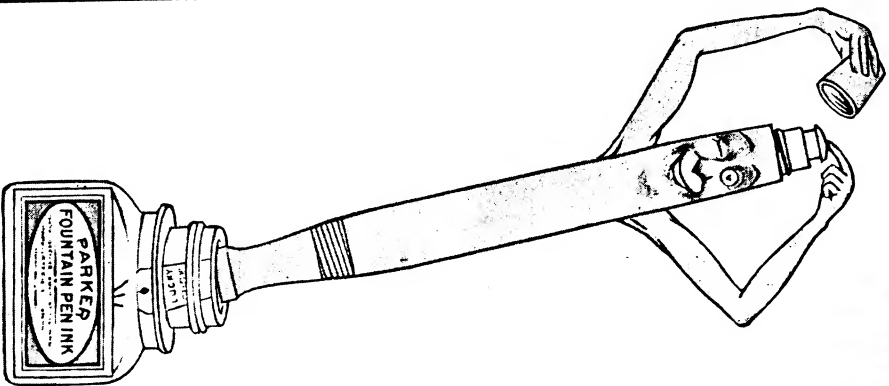
A real salesman is a gentleman. Courtesy is a valuable asset. It costs nothing and pays big dividends.

PARKER GRAMS

Sounding the Call for Efficiency Week

Simply Press the Button and I will fill
Myself in Two Seconds.

I am the **PARKER** TUCKER CURVE Self-Filling Pen



I take this method of introducing myself because it is my ambition to enter your employ. I require very little attention, only an occasional drink of good pure ink and the time I will consume in drinking this is TWO SECONDS. In order to do this you simply let me sip out of an ink bottle or ink well and press the button. Then I will write ten thousand words before I require another drink.

I am not so very big, still if you use me right I will give you satisfactory service for life. I like to go to school with the boys and girls and they like me too because I am so cleanly I never soil their fingers.

I have just as good friends among the ladies, who carry me as a SAFETY PEN tucked away in the purse and I am always ready the instant wanted.

I am the best kind of a traveling companion. I certainly add much to the pleasure of those taking a vacation for I may be carried right side up or upside down, perhaps in some man's pants pocket.

I can be found in the stores of more than fifteen thousand dealers, probably one of them is in YOUR TOWN. If so, I will be found at the most enterprising dealer in fountain pens because it is in this kind of a store I like to greet my friends.

Will you not call and ask to see me? I am sure I can and will make good, in fact I will guarantee it.

My price is \$2.50 up, according to how big you want me or how much gold or silver ornamentation you want me to wear.

If you cannot find my home in your city and want to know more about me you can have a fifty-two page catalog by merely asking for it and by giving the name of a dealer in your home town which you would recommend as a good home for me.

The Parker Pen Company, 90 Mill St., Janesville, Wis.

PARKER GRAMS

Now comes
the
busy signal

Efficiency
Week is
right before
us

Snappy action
means record-
breaking
business

GET BUSY

Remember the
prizes for best
Efficiency
Week window
displays

1st prize, \$50
2nd prize, 25
3rd prize, 10

and a Transparent Bakelite Pen free to every other contestant sending in a photograph of a Parker Pen Efficiency Week window.

If you haven't already signified your intention of entering the Window Display Contest, do it now. Order for at least 1 dozen Parker Pens must accompany your entry.

PASTE THIS IN YOUR HAT

The sales possibilities of your community won't be exhausted until every man, woman and young person who uses any kind of a pen frequently is equipped with a Parker Lucky Curve.

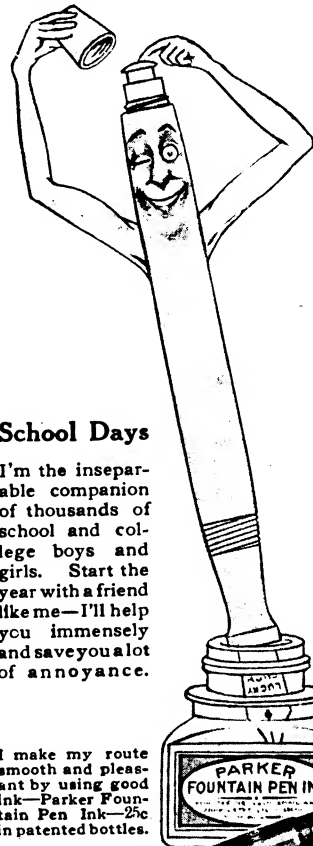
JITNEY PLAN

When you have reached the limit of your selling possibilities, extend the limit.

JITNEY PLAN

"No man can win in the battle of life who has not COURAGE and PERSISTENCY. And as neither of these are found where ENERGY is lacking, it must follow that ENERGY is THE indispensable quality of great SUCCESS."

"I simply press the button and fill myself and drink like this."



School Days

I'm the inseparable companion of thousands of school and college boys and girls. Start the year with a friend like me—I'll help you immensely and save you a lot of annoyance.

I make my route smooth and pleasant by using good ink—Parker Fountain Pen Ink—25c in patented bottles.

Meet me during Efficiency Week

September 4th, to 11th.

I WILL attend the efficiency demonstration next week in your city. Meet me there. Something like fifteen thousand alert dealers will participate in this nation-wide event. I'll be there to prove how efficiently I perform the functions of a safety and a self-filling fountain pen.

PARKER LUCKY CURVE SAFETY SELF-FILLING FOUNTAIN PEN

It is a treat to see how quickly I drink good ink—ten thousand words in two seconds, when you "press the button." With my cap on you could not recognize me as a self-filler. My safety cap keeps the ink locked in, no matter in what position I am carried.

My Parker colleagues, representing all other types, will be there, too—Standard, Self-Filling, Safety, Transparent—so that we can fit the hand as well as the pocket-book of all the writing millions—\$2.50 and up—Standard pens with "stick-tight" Level Lock Clip, 25c extra.) Don't miss seeing us Parker Lucky Curve Fountain Pens during Efficiency Week.

Look for my picture in the window
Parker Pen Co.,
90 Mill St. Janesville, Wis.

If you can't find a dealer, write for our catalog, free.



Our Efficiency Week Advertising

Here is the advertisement that will appear in an issue of the Saturday Evening Post immediately preceding Efficiency Week. Similar advertisements will also appear in other publications of national circulation. As you see, this advertisement features the dealer. It calls attention to the demonstration of Parker Lucky Curve Pens in the stores where these pens are sold. It focuses the attention of buying public upon a nation-wide event—a peculiarly advantageous time to make fountain pen purchases. Connecting your store with this advertising through window and store displays, local newspaper advertising and personal effort is bound to stimulate your fountain pen sales to a marked degree during Efficiency Week.

EFFICIENCY

Real efficiency is a matter of training and growth. Nobody is born under the efficiency plus sign. Nobody hurdles into the 100% efficient class without effort. You've got to study yourself and your tasks—locate your weaknesses and correct them—hold that 100% ideal before you and keep going without a let-up.

Efficiency means work and lots of it. So if you are lazy you are not efficient. Take a dose of salts and get it out of your system and you will work better.

JITNEY PLAN

Franklin said "Everything and everybody helps the man who helps himself."

Business is like rowing upstream; the minute you drop your oars and quit pulling you begin to drift backward.

JITNEY PLAN

COLONEL W. T. GORGAS

Our agent, Mr. William F. Bennyhoff of Cristobal, Canal Zone, writes us, sending a letter written him by Colonel Gorgas which reads as follows:

"Dear Mr. Bennyhoff:

"I am still using my Parker Pen with satisfaction to myself. It is the most convenient I have tried thus far.

Yours very truly,
W. T. Gorgas (signed)
Chief Sanitary Officer."



One Cause For Dull Business

Poor old showcase! What a dumping ground it is for bottles of perfume, perfumed soap, packages, and wart cures!

One of the inevitable things that goes with the showcase conditions as above is the inevitable claim of dull business. Surely he who permits his most faithful ally, his pen showcase, to become in this condition will have a slow Fountain Pen business. Why should he not? He is doing everything he can to prevent the showcase assortment from giving a good account of itself.

You know what a dimmer is, do you not? A dimmer is something to put over the reflector of the lamp that will cut off about 95% of its light value.

How many dealers are putting dimmers on their Fountain Pen cases and shutting off sales?

The Way to Show the Pens

Right out in a prominent place on your counter or show case—clean and free from all obstructions so that folks who enter your store can't help noticing them. Dealers who give them this kind of a showing get action, for the Parker display cases are mighty efficient salesmen, always keen to be on the job if you'll only give them the chance. And even better than the counter case is the big, elegant floor case which we loan free with 12, 18, 24, 30 and 36 dozen assortments.

START WITH EFFICIENCY WEEK

No other fountain pen manufacturer has ever attempted a special selling event of such magnitude as Parker Efficiency Week. The strong advertising we will do for this occasion, coupled with effective displays and local work in which we will help you, will create a brisk demand for Parker Pens from the start and go far toward establishing them strongly in your community.

Our proposition to dealers is very liberal. Write us about it at once, if you are not a Parker Pen seller.

JITNEY PLAN

USE PARKER SELLING HELPS DURING EFFICIENCY WEEK

We will be glad to supply any Parker dealer with Window Trim Materials, Envelope Inserts, Newspaper Electros, Slides for Movies, and other advertising helps free of charge. Judiciously used these will prove very helpful in stimulating interest in Parker Pens and increasing sales. Please don't ask for them unless you intend to use them for they represent an outlay of money which should not be wasted. If, however, you are willing to make intelligent use of them, you will find us very willing to supply you.

There is virtually no limit to your power—to the possibility of your achievement and to your energy. One determined man is worth an army of loafers.

What is the difference between a determined man and the loafer? One is a live wire, while the other is a dead one. The live wire stores, inhabited by live wire people are in every city. In such you recognize the infallible sign at once, courtesy, tact, good breeding, and the air of "Make this your home while shopping" is in the atmosphere.

Do you wonder such stores are successful?

JITNEY PLAN

IT DOESN'T PAY

The man who wastes time and energy in complaining that the pen trade is slow, "can't sell pens," is like a barrel with the bung hole open. It really takes a lot of energy to complain and find fault. When it is used in this way the business suffers. Utilize the energy that is going to waste by complaining and fault finding, and direct it to a sales campaign that sweeps everything before it.

JITNEY PLAN

Full stocks, clean stocks, snappily-displayed stocks get the fountain pen business.

HOW HE DOES IT

One of the most active Parker Pen accounts we have is from a dealer who writes the following as to how he sells Parker Pens.

"FIRST—I have my Parker Fountain Pen case in the front of the store so every customer will see it when he comes into the store.

"SECOND—I keep the case well filled with a complete assortment of Lucky Curves.

"THIRD—I assume every person entering my store as a prospective Fountain Pen buyer for the reason that we must all use Parker Pens, and the Parker Jack Knife Safety Self Filling Pen is so much more convenient that the customer cannot do without it if he knows about it.

"FOURTH—Believing this thoroughly I make it a point, in one way or another, to introduce the subject of Fountain Pens.

"FIFTH—I never run down other goods, but simply show the customer where the Jack Knife Safety Lucky Curve excels all others.

"SIXTH—I keep secure in the heads and hearts of the community by using Parker Pen electros in newspaper advertising. I always have a block of good writing paper handy on which to try the pens.

"SEVENTH—I always show the large and comparatively high-priced pen first for I have found that it is much easier to sell a man after he sees the \$4.00 pen after showing a \$7.00 than it is to sell him a \$2.50 after he sees the \$1.50."

JITNEY PLAN

W. J. BRYAN EX SEC'Y OF STATE

The Honorable William J. Bryan secured one of our Bakelite Transparent Pens a little time ago and in a letter received from him a few days ago he says:

"So many people took a fancy to my Parker Bakelite Pen I finally had to part with it. I want ten more to give away to my friends."

Speaking of the Bakelite Transparent Pens, do you know this is one of the greatest sales aids a pen salesman can call into service? It gives the salesman an opportunity to say to the prospective buyer, "Here is a pen with a Transparent barrel. Did you ever see anything like it? You can see exactly how much ink is in the barrel at all times."

Then the customer usually asks if it is a glass barrel or is it celluloid. You can answer his question by telling him it is neither but made of a material called Bakelite which competes with amber and is almost as tough and hard as hard rubber.

The Parker Bakelite Transparent Pen is also made as a Self Filler for demonstrating the wonderful simplicity of the mechanism. You cannot however see the ink in the Self Filler as it is contained in a rubber sack which is not transparent. The pen does, however, show how the mechanism of the "Press the Button" Self Filler operates.

One of each style of these pens should be in the hands of every pen salesman.

JITNEY PLAN

Napoleon said, "The greatest general is the man who can recover from defeat the quickest."

So it is in business life. We all make mistakes, sometimes costly ones. Mistakes, however, if properly interpreted are only blessings in disguise. They are the sign posts, if properly read, to prevent one from making still greater mistakes. It is like a small trouble in the automobile. You hear a little sound that is not exactly right. You get out of the car and remedy it and go on your way rejoicing.

Suppose however, you paid no attention to it, the little trouble gets to be a big one, and finally you are laid up for repair.

Therefore read the signs correctly, and act.

Pen who sells



No. 18. Price \$2.00. With Disappearing Clip \$2.25. This is the cheapest slip over cap pen we make.



No. 20 1/2. Price \$2.50. With Disappearing Clip \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new Self Filler at the same prices. No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With Disappearing Clip \$3.25. Bakelite Transparent \$4.00.



No. 24 1/2. Price \$4.00. With Disappearing Clip \$4.25. Furnished in the new Self Filler at same price as above. With Bakelite Barrel \$5.25.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as Self Filler when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in Self Filler. No extra charge. Can be had in full, medium or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in Self Filler when so ordered.



No. 20 1/2. (med. length) Parker Jack Knife Safety with Ring. Price \$2.75. No. 23 1/2. Same as above except gold pen one full size larger. Price \$3.25. Bakelite Transparent Barrel \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. Self Filler when so ordered. Medium or full length. Price \$4.00. Bakelite Transparent Barrel \$1.00 extra.

HOW TO INCREASE YOUR SALARY

The more profit you can make for your employer the more valuable you are to him. It is comparatively easy to sell a customer when he comes into the store and asks for something. To make a permanent customer of him is to secure his confidence, his belief in your honesty and judgment, and to do this is real salesmanship.

When you do this you are practicing the highest degree of scientific salesmanship. When you attract customers to your store on account of the above attributes then you need worry no longer about what your competitor is doing, for you are drawing to you by your perseverance, tact, and good judgment and honesty, trade that no competitor can take away from you.

How much your employer would be pleased if you made it a point to look up the birthdays of a lot of his customers and suggested to the friends of such what desirable presents Parker Pens would make for a birthday present. This means initiative. It also means making a lot of sales.

Christmas is not the only time Fountain Pens are given away. Try the birthday idea and see what a number of successes you can score.

When you show fountain pens, also show that you know something about them. Fumbling around to find a price-tag and parroting off "this is a good pen and will cost you only \$2.50" isn't salesmanship. Know your stock thoroughly—be able to suggest just the right pen for every person and purpose. Know the purpose of each exclusive feature of Parker Pens and talk about it in a way that carries conviction.

JITNEY PLAN

SELLING PENS ON THE INSTALLMENT PLAN

This has worked out admirably in many parts of the country. It has been a real trade stimulator.

We will be glad to furnish a supply of the certificates to the dealer who wants to try it out. The plan is to pay 50c down and 50c each week thereafter until the pen is paid for.

There has been a surprisingly large number of pens sold from stores where formerly the accounts were comparatively inactive.

It is worth trying.

JITNEY PLAN

Make up your mind that you are going to win and you will win.

HOW ABOUT HOLDING A POPULAR GIRL CONTEST

It's very easy to put on a Most Popular Girl Contest in your town and the results will certainly repay you richly if you work the scheme with enthusiasm. It's a trade builder that will make the Parker Pen sales multiply.

JITNEY PLAN

Post yourself thoroughly on the "talking points" of Parker Pens such as the Lucky Curve, the Safety Ink Lock, the Invisible Filling Device, etc. Study each of these until you understand exactly what its function is and why it is better for its purpose than any other similar device on other makes of fountain pens. Get so well informed on these exclusive Parker features that you can explain them readily and answer all questions about them without hesitation. If there are any of these features which you do not understand fully, we will be glad to give you a complete explanation if you will write us.

JITNEY PLAN

Do not get the idea that fountain pens must move slow in the "little" town. Some of our best reports on Parker Pens sales come to us from villages of but a few hundred population.

The Jitney Plan

Do you wish to make use of a plan that will enable you, in a short space of time, to sell more Parker Pens than you would ordinarily sell in two years? If so, the

JITNEY PLAN

will appeal to you. A Jitney card is enclosed herewith. It can be used for any priced Parker Pen, and is good up to and including twenty weeks. This plan is not an experiment. It has already been tried out with marvelous success.

One dealer made ONE HUNDRED AND SEVENTY SALES IN ONE WEEK. Just think of it! It seems almost incredible but it is a fact.

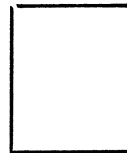
The possibilities are so great that you cannot afford to pass it by. It is one of those peculiar plans starting at five cents that seems to have struck the bull's eye at exactly the psychological moment, and the bell rings.

Don't wait until the plan becomes old and everybody else has used it. Write while the iron is hot and the going is good.

Tell us how many Jitney Blanks you want and we will promptly send them.

THE PARKER PEN COMPANY

PARKER GRAMS



**Efficiency is the word
NOW is the time**

**Live stuff
right off
the wire—
Handed out by
the Parker
people to help
encourage the
man on the
“firing line”**

“Ginger, Grit, Gump-
tion and “Git” make
the live-wire dealer
too busy to worry.

Lots of people in your
community read Par-
ker advertising. Do they
know that you sell Par-
ker Pens? If they don't
you are missing a big
opportunity. One of the
best ways to let them
know this is to insert
Parker Pen advertise-
ments in your local
newspapers over your firm
name. We have a number
of snappy advertisements
for this purpose of which
we will gladly furnish you
electrotypes free. These ad-
vertisements are written
from the dealer's point of
view. They'll bring you
trade. How many will you
use?

The dealer with pluck and “punch”
isn't complaining about business. He's
too busy getting it.

Good times and bad times are the
result of your own individual efforts.
Nobody is going to bring you good times
on a golden platter or thrust bad times
upon you against your will. It may take
a stronger effort to keep up business at
one time than at another, but the reward
of effort is always in direct proportion to
the effort you put forth.

Every Parker Pen you sell makes the
next sale easier. Users recommend
Lucky Curve Pens to their friends and
an “endless chain” of selling influence is
established. Aggressive methods and
alertness to opportunity will make your
store fountain pen headquarters for your
community and when you've acquired
that reputation, you'll be turning over
your assortments in jig time.

A Safety Self-Filler

The new Parker Self-Filler is now made with a **safety cap**, which locks the barrel and holds in the ink regardless of position in which the pen is carried. The pen point is always like a fresh dipped pen. This improvement adds the finishing touch of supreme utility to this great self-filling fountain pen. Perfectly smooth barrel without projecting outside mechanism or opening in the barrel.—Geo. S. Parker.

The Pen for Commencement Gifts and Vacation Days

PARKER
 SCIENTIFICALLY CORRECT
FOUNTAIN PEN

LUCKY CURVE

1. New Parker Self-Filler— Standard type with concealed filling device. Press the button—fills in two seconds. \$2.50 up.

2. New Parker Self-Filler— Fitted with safety cap. \$2.50 up.

3. Jack Knife Safety— Upside down or rightside up, it won't leak. Self-filling or Standard types. \$2.50 up.

4. Transparent Bakelite Pen— Shows the Lucky Curve at work and tells you when pen needs refilling. \$3.50 up.

With Level Lock Clip, 25c extra. Has bulldog grip—disappears to level of barrel when cap is in writing position.

PARKER PEN COMPANY, 90 Mill St., Janesville, Wis.
 New York City Retail Store in the Big Woolworth Building.

Connect with our National Advertising

The Parker Pen advertisements appearing regularly in the Saturday Evening Post and other magazines are read by millions of people. They arouse interest in Parker Pens and get people acquainted with the exclusive features that put Parker Pens in the AA1 class, but it's the local dealer who must convert this favorable impression into actual sales.

“POPULAR GIRL” CONTEST

Dealers who have put on the “Most Popular Girl” Contest are reporting great success. It makes everybody sit up and take notice and when the contestants and their friends get their war paint on, the new Parker Pen sales (which carry double votes) come along in splendid shape. We would like to see a good many more dealers using this great sales stimulator. It certainly has all the elements needed to get action on sluggish trade.

Think success—talk success—act success—and you'll get success—\$UCCE\$\$.

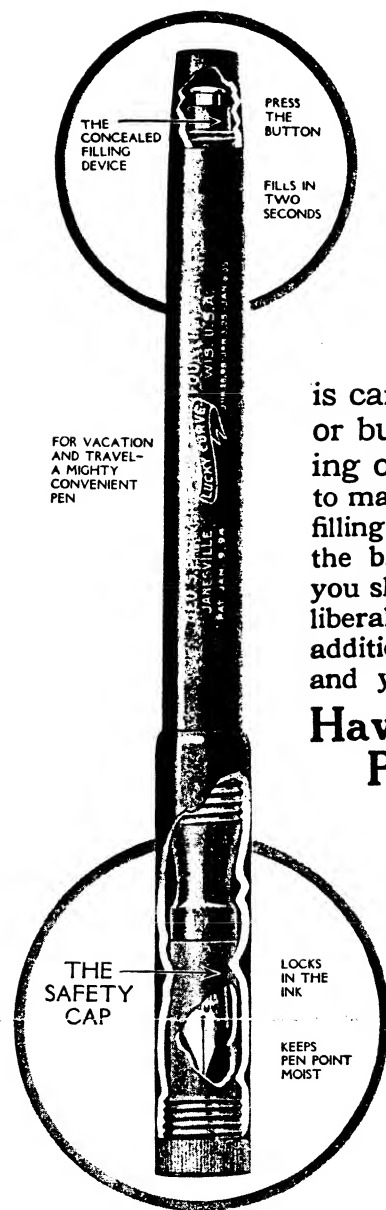
WE ARE ALL PLEASSED

We sure do like to sell Jack Knife Safety Pens. There is no “come back” and your customer is always pleased.
—Purcellville Pharmacy.
Virginia.

WELL ROUNDED STOCKS

An investigation which our advertising agency recently conducted among the Parker dealers of a nearby state showed some distressing cases of “lopsided” stocks. Dealers would have a good assortment of Standard Lucky Curve Pens but no Jack Knife Safeties or Self-Fillers. This is a costly mistake. Each type and style of Parker Pen appeals strongly to certain individuals and can be sold to them when no other type or style will interest them. The Self-Filler, for example, makes a big hit with lots of folks who wouldn't buy a standard type. Well-rounded stocks arm you to meet all demands and give you the up-to-snuff reputation that gathers business like a magnet draws wire nails.

To belong to the majority is nothing especially to be proud of. Only about 10% out of a possible 100 are in the make-good class.



FOR VACATION AND TRAVEL—A MIGHTY CONVENIENT PEN

The New Safety Self-Filler

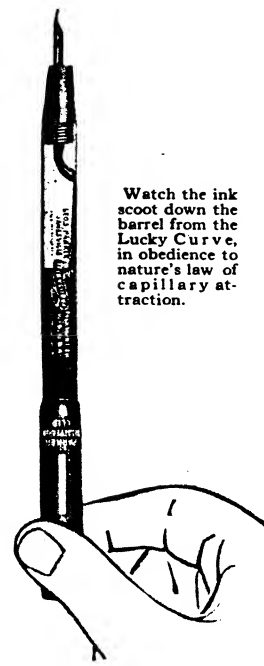
has achieved instant popularity Fitting the new smooth-barrelled Parker Self-Filling Fountain Pen with a Safety Cap has caught on wonderfully. Its success is well deserved, for it combines two unique features that make it the handiest of all fountain pens—instant filling at any inkwell and absolute protection against escaping ink no matter how it

is carried. It is an easy pen to sell because it has no humps or bumps on the barrel to mar its gracefulness, catch on clothing or make writing awkward and no openings into the side to make accidental flow of ink possible. The clever way in which the filling mechanism is concealed by the almost invisible cap at the end of the barrel will be appreciated by everybody to whom you show this pen. Be sure that your stock contains a liberal assortment of these Safety Self-Fillers. The addition of the Safety Cap does not increase their cost and you will find them the snappiest kind of sellers.

Have You One of Our Transparent Pens for Demonstration Use?

If you haven't, you are overlooking a big opportunity, for the pen with the Bakelite barrel is the greatest aid to fountain pen selling ever devised. Hold it up to the light and let your customers see how the Lucky Curve draws back the ink and prevents ink-stained fingers and linen. Use the Transparent Barrelled Self-Filler to show how simply and perfectly the "inside-the-barrel" filling device operates. As a demonstrator of Parker superiority it's a clincher. It will also pay you to include a few of these Transparent Bakelite Pens in your regular assortments for people who want something out of the ordinary in pens they carry or who would like to know in advance just when their pens will need refilling.

Geo. S. Parker



PARKER PEN COMPANY,

Janesville, Wisconsin

Run-down stocks mean slumping sales. Are yours up to the mark?

5555
BEAT YOUR OWN MARK

The spirit of competition is one of the biggest things in life. In athletics, society, school work, business—every red-blooded chap wants to get ahead of his fellows. But beating yourself is an even bigger achievement than beating the other fellow. Set a mark that you want to reach and surpass it, and how joyfully the thrill of accomplishment goes shooting through you. What a sense of satisfaction you gain. Put this into practice as a rule of life—try each today to outstrip yesterday and you'll find life a wonderful game.

5555
Last summer the writer heard a man say, "Fountain Pens sold only around the Holidays." This dealer had the courage of his convictions. Do you know he actually had right in the middle of the summer a Christmas sign in his show case. Probably put there as a reminder that Christmas was coming.

5555
A request for advertised goods means a sale already made.

HE LOST NO TIME

I am more than pleased with my purchase of the four hundred and fifty dollar assortment of Parker Pens. The case arrived at 4.30 P. M. Saturday, March first. We sold two pens that day and others since.

I expect the sales to make all the payments for me. I call the attention of people coming into the store to the case and have a list of eight prospects that I feel sure I'll land within a month. I'd suggest that you recommend to dealers that they keep a list of "prospects"—anyone who shows an interest in pens or remarks "I am going to have one shortly." —G. T. Getman.
New York.

5555
The Level Lock Clip is the most perfect safeguard in the world against losing a fountain pen. When not in use it grips the pocket like a bull terrier, but when writing it disappears snug and flat to side of barrel. Can be used as a name plate if desired. Cannot be sold separately from pen as cap must be made to fit. Net price to you, 15c each. Adds 25c to retail price of any Standard or Self Filler Parker Pen to which it is attached.

It isn't what you know, but what you can do with it that counts. But don't be so cocky about your ability to do things that you neglect to get thoroughly posted on what you ought to know.

5555
EFFICIENCY OFFER

Applies to any Proprietor or Pen Clerk, who can have any unmounted Parker Pen ranging in price from \$2.00 to \$7.00 at 80% off list price, providing order for it is accompanied by stock order and also by the names of those for whom the pens are intended.

Increased efficiency means increased sales. Hence our Offer.

5555
"Having closed the "Most Popular Girl" contest May 31st, 1915, I am enclosing invoice for pen to be received, also newspaper clipping, result of voting, etc. as required.

I wish to take this opportunity to tell you that the contest was an absolute success, not only in the number of pens sold but in the advertising it gave my store and the pens.

I need about two dozen more fountain pens to fill up the vacancies." ARTHUR C. GEYER, Ellis, Kansas.



No. 18. Price \$2.00. With Disappearing Clip \$2.25. This is the cheapest slip over cap pen we make.



No. 20 1/2. Price \$2.50. With Disappearing Clip \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new Self Filler. Furnished in Bakelite Transparent Barrel at \$3.50.

No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With Disappearing Clip \$3.25. Bakelite Transparent \$4.00.



No. 24 1/2. Price \$4.00. With Disappearing Clip \$4.25. Furnished in the new Self Filler at same price as above. With Bakelite Barrel \$5.00.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as Self Filler when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in Self Filler. No extra charge. Can be had in full, medium, or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in Self Filler when so ordered.



No. 20 1/2. Parker Jack Knife Safety with Ring. Price \$2.75.

No. 23 1/2. Same as above except gold pen one full size larger. Price \$3.00. Bakelite Transparent Barrel \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. Self Filler when so ordered. Medium or full length. Price \$4.00. Bakelite Transparent Barrel \$1.00 extra.

HE'S A BUSY DOCTOR

Under separate cover, I am mailing you my Parker Fountain Pen to be repaired. I have used it steadily for twelve or more years. I bought this pen of Byron Whitfield, a local dealer and druggist of Quincy, Ill. There has never been a day for all these years in which I have not written from one hundred to five hundred words without a blot or leak. I let the pen fall a few days ago and want to get it repaired.

—Dr. J. D. Justice.

Oklahoma.

5555

CLERKS—READ THIS

Clerks—stop once in a while and review your day's work. Don't measure your results simply by the orders you have filled or the money you have taken in. Ask yourself: "How many goods have I actually sold—created a desire for and crystallized that desire into purchase. For how much business that wouldn't have been secured except for my active effort am I responsible? How much business that I might have secured have I let slip by failing to go after it?"

The man who tries to sell Parker Pens without knowing that they are better than other fountain pens and why they are better is like a hundred yard sprinter with a sawbuck tied to his best leg.

5555

DON'T FORGET PARKER INKS

We couldn't rest satisfied with making the best fountain pens in the world without also providing inks in the same class with the pens. You'll find it decidedly to your advantage to push the sale of Parker Inks for their writing quality will give your customers *satisfaction plus*. The Parker Ink line contains everything you need—Fountain Pen Ink, Writing Ink, School Ink, Bankers' "Safety" Ink, Combined Writing and Copying Fluid and Red Ink—and gives you a better profit margin than other well-known brands. The bottles are well designed and attractively put up.

5555

Elbert Hubbard declared that only one man out of each two hundred and fifty could be regarded as 95% efficient. But who wants to be satisfied with a lower rating?

SUMMER'S OPPORTUNITIES

Summer time is travel time. Folks are flitting off for week ends at the lake—hunting and fishing trips—automobile excursions—sight seeing tours. Lots of them will take in the Panama Expositions at "Frisco and San Diego." All this touring and vacationing spells O-P-P-O-R-T-U-N-I-T-Y to the alert fountain pen dealer, for the fountain pen is the perfect writing equipment for traveling. Play up to the latent demand—show up fountain pens prominently—suggest them to the people whom you know to be intending to go a-journeing.

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LIKES THE DISAPPEARING CLIP

I use the Parker Pen exclusively and glad to say that my customers are well pleased with your pens. Your *disappearing clip* is the best I have seen in the clip line, but if it were made of black metal, it would be hard to find it on a black pen. —Claude Reynolds.

New York.

5555

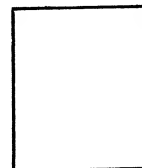
If a selling idea looks good to you, put it to the "make good" test.



*Smile und der vorltd schmiles mit you,
Laugh und der vorltd vill roar;
Howl und der vorltd vill leave you,
Und never come back no more.
Not all of us couldnt been handsome,
Not all of us haf goot clothes;
But a schmile is not expensive,
Und it covers a vorltd of woes.*

-HERBIE FANUSLER

PARKER GRAMS



**Some Live Wire Flashes for
Fountain Pen Dealers**

PARKERGRAMS

**A
Journalette
of
Hunches
and
Punches
—
Boosting for
Prosperity
—
Preaching
Optimism
—
Its Mission:
Putting the
Pep into
Parker Pen
Sales
Everywhere**

Thirty Percent (30)
of the Parker Pens
sold are called for—
That is easy.

Seventy Percent (70) of
the Parker Pens are sold
because the subject is in-
troduced from behind the
counter—That is SALES-
MANSHIP. Are you there?

PARKER SELLING HELPS

The Parker Pen Company stands ready to co-operate with Parker dealers in every practical and reasonable way. Besides carrying on an extensive campaign of national advertising which creates demand for the dealer to supply, we have prepared at great expense a variety of snappy local selling helps such as window trims, store signs, folders, picture slides, newspaper electros, etc. You are invited to use these freely. Please don't ask for them just for the sake of getting something out of the Parker Pen Company. Get them—but use them where they will get results. And if any other ways in which we might help you to increase your pen sales occur to you, write us. We will give your suggestions our very careful consideration and will supply the desired "boost" wherever we can

Take a Look at the LUCKY CURVE

SEE that curved ink-feed inside the transparent pen? That's the *Lucky Curve*—the clever invention that applies the law of capillary attraction and stops the leaks.

The *Lucky Curve* is exclusive in Parker Pens; so are the invisible Self-Filler, Transparent and Jack Knife Safety ideas—top-notch achievements in fountain pen efficiency—self-evidence of quality.

Geo. S. Parker.



THE NEW PARKER SELF-FILLER—Nos. 2-3

The pen with the invisible self-filling device. Press the button and it fills in two seconds. The 100% Efficient Self-Filling Pen. \$2.50 up.

THE JACK KNIFE SAFETY—No. 4

Carry it upside down or in any position, it won't leak. Self-Filling or Standard. \$2.50 up. Pen illustrated, Gold Filled \$6; Sterling Silver \$5.

TRANSPARENT BAKELITE PEN—No. 1

You can look right through the barrel and tell when pen needs refilling. A wonderful pen. \$3.50 up.

One of Many Parker Pen Advertisements

Strong advertisements appearing every month in leading magazines are bringing the story of Parker Pen efficiency home to millions of people and creating a decided preference for Parker Pens in the minds of fountain pen users everywhere. Cash in on this national advertising by keeping your Parker Pen assortments complete and well displayed and using our local advertising helps.

USE THE PARKER CATALOG

When some customer calls for a style of fountain pen that can't be found in your stock, don't let the sale slip out of your grasp. Consult your Parker Pen Catalog and offer to get him what he wants quick.

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HOW WE REFER BUSINESS TO OUR AGENTS

I am in receipt of your favor and beg to acknowledge the receipt of your catalog and in reply beg to state that I have called on your agent Mr. H. G. Hoffman of this city, and selected one of your Parker Lucky Curves which has been highly satisfactory. I prefer this pen to any other that I have ever used. It gives me pleasure to speak well of it.

—Walker Perry.

A SUMMER HUNCH

The store with a soda fountain has a big summer opportunity for creative salesmanship. The warm weather brings throngs of people in for cooling concoctions and these folks are mostly in a leisurely mood. Have some clerk flag them with the interesting features of Parker Pens like the new Safety Self-Filler or the Transparent Barrel and you'll pick up a nice snug little bunch of summer pen business.

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AN ADMISSION

It gives me great pleasure to say that the *Lucky Curve* pen is "gaining ground" here and I am frank to say that I consider my selection of your pen to handle the wisest I could have made.

—The Student's Store.

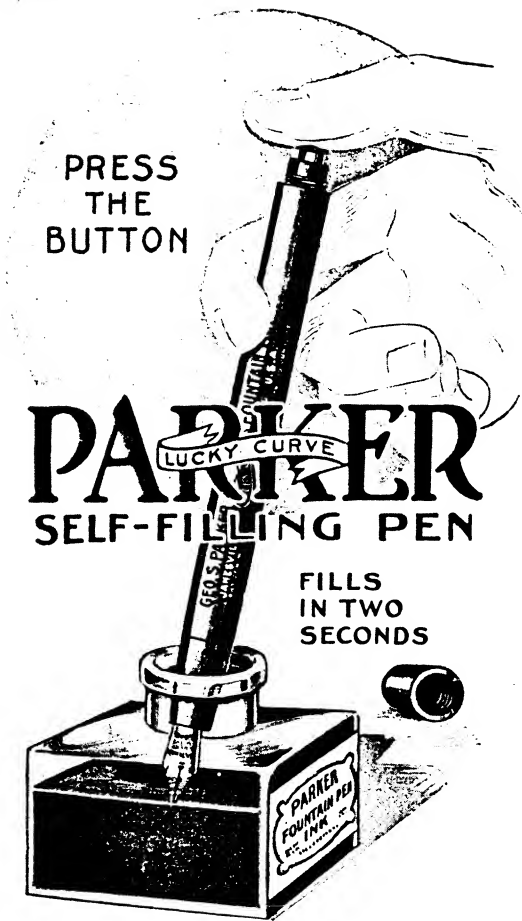
The Parker "Press the Button" Safety Self-Filling Fountain Pen

This latest addition to the Parker family combines two big Parker ideas—the Jack Knife Safety and the Invisible Self-Filling Mechanism—into a single pen.

It's a perfectly smooth-barrelled self-filling pen with a safety cap that locks in the ink so that it cannot escape, no matter in what position the pen is carried. No humps—no bumps—no slits or slots in the barrel—the filling mechanism is all kept inside the barrel where it belongs—concealed by a little blind cap at the end of the barrel. Remove this cap, dip the point into any inkwell and press the button that's hidden under the cap and this wonderful pen fills itself in two seconds.

This New Pen Has Three Positive Safeguards Against Leaks

1. **The Lucky Curve Ink Feed** that sends the ink back into the barrel by capillary attraction after using, instead of letting it be forced up into the cap by expanding air to soil fingers and linen when pen is again taken out for writing.
2. **The Safety Ink Lock.** The great idea that makes the Parker Jack Knife Safety such a wonderful success. Shuts back the ink so that it cannot get out when pen is carried upside down.
3. **The Smooth Barrel.** Absence of slits in side makes accidental breaking of filler sac through outside pressure impossible and thereby prevents annoying ink spills.



Stock This New Pen at Once

It's sure to be a big seller, for it squarely meets the demand for a self-filling pen that can be carried in any pocket or position without danger. There's no other pen on the market like it—no other gives such remarkable service.

Our vigorous magazine advertising will create a strong demand for this new Self-Filling Safety Pen. See that this pen is well represented in your assortments and get the "inside track" on competitors who handle other makes of fountain pens without its great efficiency features.

Geo. S. Parker

Parker Pen Company,

Janesville, Wisconsin

PEP

Pep's the Product of Planned Push Plus Perseverant Pounding. Pep, Politely Promulgated, Puts Parker Pens Persistently Prominent, Produces Prospects, Presents Parker Points Pungently, Procures Popularity, Pulls down Profits.

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EIGHTEEN YEARS AGO

This letter is written with a Parker Pen I have just purchased from your local dealer, Messrs. Buchanan & Company. I bought this because I lost the Parker Pen which I had been using since 1897—nearly eighteen years—also because I am sufficiently satisfied with the service I had of the other. This new one is entirely satisfactory—works fine.

Parker Fountains Pen are good enough for me, and I take pleasure in recommending them.

—Capt. J. M. Binford.

Richmond, Virginia.

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Want to start something? Then put on a Parker "Popular Girl" Contest.

"Good salesmanship," says the Caxton Magazine, "is selling goods that won't come back, to customers who will." Parker Pens won't come back—but the superlative service they give will keep their purchasers constantly returning to your store.

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BE A REAL SALESMAN

Ninety percent of retail clerks practically know nothing about the goods they sell except the name and price. Ninety percent is always in the poorly paid "hanging-on-by-the-ragged-edge" class. If you are one of them, get out. Know what your goods are good for—post yourself on their selling points so that you can talk intelligently and convincingly about them, batter down objections and make yourself a real salesman. Then you'll be a man with a future, not just a hanger-on-to-a-job.

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There is nobody too hard up to buy a Lucky Curve Pen if he really wanted to. It's just a question of making him want to.

EFFICIENCY WEEK

Efficiency Week, which was such a big success in 1914, will be repeated this year and with your co-operation we are going to put a "punch" into it that will make it even more effective. It will be extensively advertised by us as a nation-wide demonstration of the efficiency of Parker Lucky Curve Fountain Pens.

Prizes for best window displays will again be a feature. Fuller information about Efficiency Week will be sent you shortly and the Parker salesmen, who are chock full of enthusiasm over it, will explain our plans when they call on you.

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GO IN AND WIN

In times of unsettled business, the "quitter" crawls into his hole and tries to pull the hole in after him. He thinks adversely and gets what he thinks. The man of courage faces the conditions, studies them, adjusts himself to them and comes through with flying colors.

Sum.
Lots o
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No. 18. Price \$2.00. With *Disappearing Clip* \$2.25. This is the cheapest slip over cap pen we make.



No. 20½. Price \$2.50. With *Disappearing Clip* \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new *Self Filler* at the same prices. Furnished in *Bakelite Transparent Barrel* at \$3.50.

No. 23½. Gold pen one full size larger than in the foregoing. Price \$3.00. With *Disappearing Clip* \$3.25. *Bakelite Transparent* \$4.00.



No. 24½. Price \$4.00. With *Disappearing Clip* \$4.25. Furnished in the new *Self Filler* at same price as above. With *Bakelite Barrel* \$5.00.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as *Self Filler* when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in *Self Filler*. No extra charge. Can be had in full, medium, or baby lengths. Fancy chased barrel when so desired.



No. 20½. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in *Self Filler* when so ordered.



No. 20½. Parker Jack Knife Safety with Ring. Price \$2.75.

No. 23½. Same as above except gold pen one full size larger. Price \$3.00. *Bakelite Transparent Barrel* \$1.00 extra.



No. 24½. Parker Jack Knife Safety. *Self Filler* when so ordered. Medium or full length. Price \$4.00. *Bakelite Transparent Barrel* \$1.00 extra.

Summer's no time to sleep at the switch. Lots of folks buy fountain pens—but they buy them of the dealer whose stocks contain enough styles to insure the choice that satisfies.

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WHAT MODEL IS YOUR BUSINESS?

You wouldn't think of driving an 1899 chain-drive, high wheeled auto along the streets of your fair city. No sir!—the 1915 model for yours, with as many of the toppy new "fixtures" as you can get. How about your business? Is that a 1915 model, or do its creaking joints proclaim the conditions of '99? 1915 needs demand 1915 methods and the dealer who trails along a decade in the rear is the fellow who hollers "hard times."

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Here's a hunch on making two sales grow where one grew before: After you have sold a bookkeeper a fountain pen for black ink, suggest the purchase of one with red cap for red ink. Show him that this gives him complete equipment. The extra sales you make will surprise you.

DO IT NOW

Do it now. The things you have wanted to do. The thing you ought to do. The thing you have put off doing. Do it now and get it out of your system. Clear it from the track of tomorrow's duties. Whether it's buying a house or nailing down a loose board on your porch; re-arranging your store or replenishing your assortments of Lucky Curve Pens—NOW is the accepted time.

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HE SAYS IT'S FOOL PROOF

Have just purchased a No. 24 Parker Jack Knife Pen and would say it is a dandy. Writes without a scratch and the best of it is, it's fool proof and can't possibly leak. This latest model of the Parker line beats them all.

—M. H. Atchison.

Oregon.

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Your business is what you make it. Turn off the current and your wire becomes a dead one. Dead wires are made into door mats. Turn on the current and there will be enough doing six days in the week to make you enjoy Sunday as a day of rest.

TURN IT UP!

Don't wait for trade to turn up—turn it up. If your fountain pen sales are dropping, send one of your clerks out to the offices and schools of your vicinity. Have him go as a *demonstrator* to explain the distinct features of Parker Pens like the Lucky Curve, Invisible Self-Filler, etc. When he gets people interested in the features it will be soon enough for him to start talking about individual styles of pens and suggesting their purchase. Judicious leaving of pens on trial is a good idea in this connection. Regard his first visit as a seed-sowing trip, but don't neglect the harvest—keep right after everybody who displays interest in the pens he has demonstrated.

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Folks have double confidence in the fellow who "takes his own medicine." Keep a Parker Pen in your pocket where you can flip it out in an instant and demonstrate the Lucky Curve and other Parker efficiency ideas and you'll find it lots easier to convince your "prospect." Our Efficiency Offer makes it easy for you and your clerks to do this.

*F. L. Hammond & Co.
Pine Bluffs,
Ark.*

Another bunch of timely tips---read 'em!

PARKER GRAMS



LOYALTY

IF you work for a man, in Heaven's name WORK for him. If he pays you wages that supply your bread and butter, work for him; speak well of him; stand by him and stand by the institution he represents. If put to a pinch, AN OUNCE OF LOYALTY IS WORTH A POUND OF CLEVERNESS. If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside damn to your heart's content. But as long as you are a part of the institution, do not condemn it. If you do, you are loosening the tendrils that hold you to the institution, and the first high wind that comes along you will be uprooted and blown away in the blizzard's track, and probably you will never know why.

By **ELBERT HUBBARD**

PARKERGRAMS

A little journal of Inspiration and Helpfulness published every once in a while by the Parker Pen Co., Janesville, Wis.

Full Steam Ahead

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Now is the Time to make Progress

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Big Possibilities are before us Let's Turn them Into Actualities

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EFFICIENCY WEEK

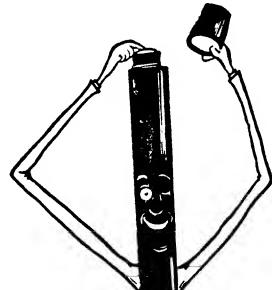
Never was a more successful or enthusiastic contest conducted than the 1915 Efficiency Contest. Nearly 7000 displays on exhibition at the same time from the Atlantic to the Pacific. What a selling force behind the movement! Seven Thousand of our real live wide awake customers are thinking and talking Parker Pens.

If there is any thing to thought transference—and there is—this may account for the tremendous success of the plan.

At this writing photos are pouring in at a terrific rate. Selling records of the past all shot to pieces. Reorders coming in by mail, telegraph and telephone. To be in the midst of such a campaign, with such campaigners is worth years of living.

Splendid, Splendid Work! Here's to the royal fellows who competed. Three cheers and a tiger to the winner as soon as found.

"I simply press the button and fill myself and drink like this"



I'm the inseparable companion of thousands of school and college boys and girls.

Standard, Self-Filling, Safety—\$2.50 up.

MY name is Mr. Phil. Up Quick. I am the Parker Lucky Curve Fountain Pen—a self-filler and a safety pen combined—the advance herald of two great ideas, wrought into one pen.

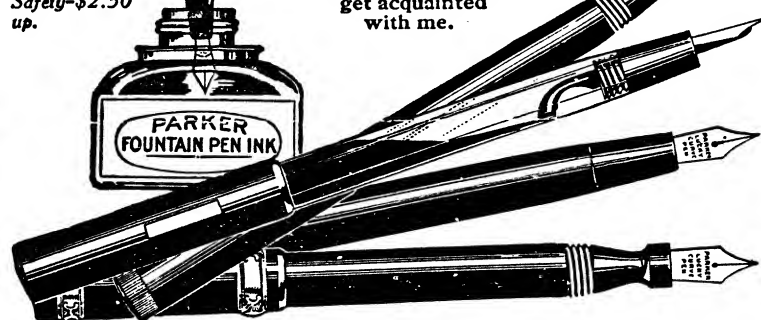
The concealed Self-filling Device. The Jack Knife Safety Device.

I am so easy to fill, I wish it took longer

PARKER
LUCKY CURVE
SAFETY SELF-FILLING FOUNTAIN PEN

It is a treat to see how quickly I drink good ink—ten thousand words in two seconds when you "press the button." I can lay flat, right side up or stand on my head and the ink is locked in

I am stopping at the store of one of the liveliest dealers in town whose name appears below. Come and get acquainted with me.



The Funny Man Caught On

This new figure in our national advertising campaign seems to have made a favorable impression from his initial appearance. It is a question we long debated as to whether or not we could use the comic in our advertising. If there was any doubt about it before, there is none now for the American people seem to like the sense of humor and to learn from a picture what it might require a half page of type matter to otherwise say. In other words a glance at the smiling picture of the funny man tells the story of the simplicity of the Parker "Press the Button" Self Filling Pen better than a column of cold type. If you are a newspaper advertiser and you want this electro, all you have to do is to ask for it and we will forward it to you. It is set up already to have your name put at the bottom of it.

ANOTHER CONTEST

We have a contest on now among our travelers, it is called "Around the World Contest." All started on an imaginary trip on September 1st around the world. So the trip starts and ends at Janesville. The distance is computed by miles and so many points given each salesman for each case order or each dozen pens. Now if you don't want to see the salesman who covers your territory stranded out in mid-ocean for lack of orders to get him on land, you will know how to get him in motion.

Just ask any Parker Pen man about it and see how grateful he will be to have you give him a boost of 500 miles on his journey which you can do by giving him an order of a certain size.

The winners of the Salesman's Contest just closed was Mr. Maurice L. Smith of Texas, First Prize. Mr. L. A. Millar of Wisconsin, Second. Mr. Jos. P. Corbett of Pennsylvania, Third.

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TRY IT

The plan of paying one of your clerks who is the "Pen Man" of the firm a commission of 5% as mentioned in last Parkergrams is a good one. Give it a trial and see what a little participation in the profits will do. If your clerk makes \$5.00 per week extra so much the better for you make \$50.00.

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Lucky for us most of our troubles never happen.

Use this Transparent Pen to Demonstrate why PARKER Lucky Curve Fountain Pens are the World's Best



With one of these transparent barreled Bakelite Pens in your pocket, you can show your prospective customers exactly how PARKER Lucky Curve Pens work and prove by eye evidence that they have every other fountain pen beaten for efficiency.

The Standard Pen with transparent barrel, illustrates perfectly the workings of the Lucky Curve. Your customer can see the ink speed back down the barrel by capillary attraction. He realizes, as no amount of talk will make him realize, just why the ink can't get out to smear his fingers or linen.

The new Safety Self-Filler is also made with Bakelite barrel, showing how the press-the-button self-filling device works. Illustration below shows this pen ready to fill.

Carry one of these demonstrating pens yourself and urge every one of your clerks to carry one. It's one of the adjuncts to good salesmanship that pays big dividends. You will find your fountain pen sales coming quicker and easier. If not already supplied, include one or more transparent pens with next order.

PARKER PEN COMPANY,

JANESVILLE, WISCONSIN

THE JITNEY

Have you tried the Jitney Plan? If not you are certainly missing some business and a lot of it.

Five cents may look like a small payment to begin with and it is and that is why it is popular. Any one can start paying 5c a week—children or grown-ups. The next week it is 10c and the week following it's 15c and almost before you know it the whole amount has been paid—the pen bought and paid for and everybody happy. Multiply this by one hundred or two hundred and you will see the clover field ahead.

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THE TRANSPARENT PARKER PENS

No real good fountain pen salesman ought to be without a sample of the Bakelite Transparent Pen to show how the Lucky Curve successfully harnesses the great force of capillary attraction. The salesman should also have the Bakelite Transparent Self Filler so as to show the wonderful simplicity of the Press the Button Mechanism.

These pens will pay for themselves many times over. You can get the attention of practically any one by showing them the new Parker Pen with its transparent barrel.

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I like to use the words "Efficiency" and "Efficient" in connection with Parker Lucky Curve Fountain Pens because these words express just what these pens are—not makeshifts or compromises, but actual 100% perfect solutions of pen-making problems.
—Geo. S. Parker.

MOVIE FILM

The little funny man which we are now using in our advertising campaign has made such a good impression on the public that we have had one of the big film companies produce for us a scenario in which the little funny man is the central figure.

It will be reproduced in a film of fifty feet or more. The film can be run in any moving picture house and is simply attached to the regular film, and by the way it is about as interesting as any film you could look at.

The first thing that appears on the film are the words, "The Parker Lucky Curve Self Filling Pen." Then appears the little funny man with a more or less distressed look on his face and he says:

"My thirst is a fright,
I do not feel right,
Oh for a drink
Of nice fresh ink."

Then he spies a bottle of Parker Ink not far away and immediately hops over to the bottle and the nozzle drops into the ink. Then he takes with one of his little grass-hopper arms, the little safety cap and the index finger of the other presses the button. Then he releases the finger and while the procedure goes on his expression changes to a very happy one and he replaces where his stomach ought to be with a very contented expression.

Next he spies a steel pen, picks it up and hops over to it and, of terrific kick and says, "And the way, you are forty years old. Fill the times. I am the Parker Self Filling Pen. Meet me at Blue Ridge." These films are expensive and you shall have to make a charge for them of \$5.00. This

dealer's name which occupies about five feet of the film. Any dealer who wants to rent one of these films can have the use of it from one to four weeks, depending upon the number of shows in the town.

In event we get out another film you will be entitled to the use of this upon payment of the exact cost of inserting the name, which is \$1.38.

After you are through with the film it is to be returned to us. We have but limited number of these so those who wish to avail themselves of using this absolutely new thing will do well to order it at once.

Dealers will be filled for these in ten days and please remember that it will take two to three days after the order is received before shipment can be made as five feet of photographic film with your name and address is added to the film.

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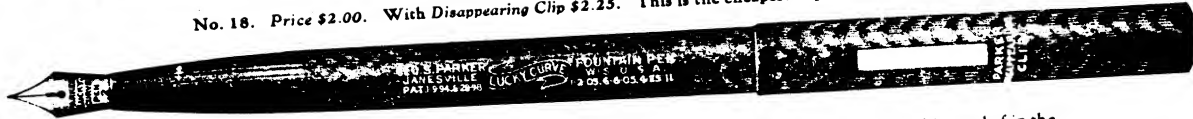
INKS

We have three styles and packages for fountain pen inks—the Pump Filler, which is a great novelty, sells for a quarter or more everywhere; costs \$1.80 a dozen wholesale. The Traveler's Ink in a wooden case sells for a quarter and costs \$1.50 a dozen. The regular No. 1 Fountain Pen Ink in handsome colored cartons is and has been a big seller for years; costs \$1.25 a dozen. Every dealer selling Parker Pens ought to have some of these inks in stock. You are losing an auxiliary profit every time you make a sale of a Parker Pen that you do not sell a bottle of fountain pen ink or a clip for the pen.

The Faultless detachable clips sell from five to ten cents each and cost you but \$1.50 a gross. The profit on these clips legitimately belongs to you. Why not claim it?



No. 18. Price \$2.00. With Disappearing Clip \$2.25. This is the cheapest slip over cap pen we make.



No. 20 1/2. Price \$2.50. With Disappearing Clip \$2.75. It may be had in the plain barrel instead of in the fancy chased when so desired. Furnished in the new Self Filler at the same prices. Furnished in Bakelite Transparent Barrel at \$3.50.

No. 23 1/2. Gold pen one full size larger than in the foregoing. Price \$3.00. With Disappearing Clip \$3.25. Bakelite Transparent \$4.00.



No. 24 1/2. Price \$4.00. With Disappearing Clip \$4.25. Furnished in the new Self Filler at same price as above. With Bakelite Barrel \$5.00.



No. 25. Parker Jack Knife Safety. Price \$5.00. Furnished as Self Filler when so desired.



No. 20. Parker Jack Knife Safety. Price \$2.50. Can be furnished in Self Filler. No extra charge. Can be in full, medium, or baby lengths. Fancy chased barrel when so desired.



No. 20 1/2. Parker Jack Knife Safety. Two gold bands. Price \$3.50. Supplied in Self Filler when so ordered.



No. 20 1/2. Parker Jack Knife Safety with Ring. Price \$2.75.
No. 23 1/2. Same as above except gold pen one full size larger. Price \$3.00. Bakelite Transparent Barrel \$1.00 extra.



No. 24 1/2. Parker Jack Knife Safety. Self Filler when so ordered. Medium or full length. Price \$4.00. Bakelite Transparent Barrel \$1.00 extra.

HAVE YOU EVER READ JOHN WISHWELL?

If not, please do, as you will get the point quickly.

What would you think if a friend said to you, "Have a smoke, Bill?" You say, yes don't care if I do. Friend says, alright Bill I will buy one tomorrow and hand it to you.

No use throwing a brick bat or any other missile at the friend. He means well, so do a lot of dealers who carry a few pens but not an assortment and wonder how it is business is so dull.

Suppose you are a Druggist and you permit your stock of perfume to get broken. Some nice young lady customer who is a good buyer comes in and says, Mr. Smith, I want an oz. bottle of Violet perfume. You say, Why, Miss Helen, we are out of violet but we have a big assortment of Lilac, etc. How long would such a dealer hold his perfume trade by such practices?

Now to get down to a personal question. Suppose a customer comes into your store and says, I want one of those new Parker Pens that shows the funny man filling and taking off the small cap and pressing the button

with the finger. I want a \$2.50 fine point pen.

You say, My dear sir, I have no fine point in that particular number but I think we have one course point in the \$3.00 style, but the holder is not exactly the kind you ask for as it is the older style. We expect to order some soon, and if you can wait a few days, etc., etc.

Well as a rule he does not wait but goes to a dealer who has the goods and who has fine points as well as coarse.

Look over your stock today and see if you are not liable to be caught short.

"YES, THEY SAY IT DOES".

Somebody in the ancient past asked the question, "Does Advertising Pay?" The Montrose Book & Music Company, Colorado, answer in the affirmative.

By the way, their letter is such an interesting one that we cannot refrain from reproducing it and here it is:

"We want to give you the good news. Just a few days before school opened we placed an ad in the daily

paper boosting the "Lucky Curve," stating among other things that the Parker Lucky Curve had sprung to the foremost front in the fountain pen industry and when a person had a Lucky Curve they had the world's best.

"On the opening day we sold 19 and the next day we sold 13 and they are still going like hot cakes. If you have any good advertising matter that has not been sent us please give it to us. Yours very truly,

Montrose Book & Music Co.

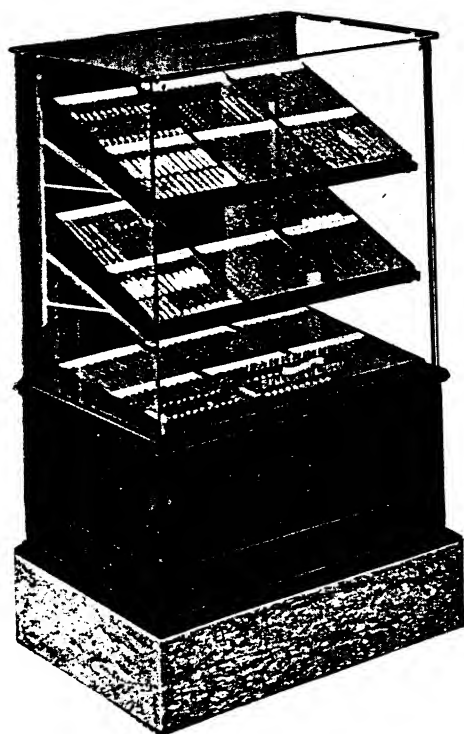
Did you notice that this wide-awake firm sold through their advertising and co-operating in our national campaign actually sold nineteen Parker Pens one day, thirteen Parker Pens the day following and that the pens were still selling like hot cakes when the letter was written a few days later?

Good determination, the result of right thinking, never fails to produce satisfactory results.

Set 100% as your efficiency standard and never rest satisfied until you attain it.

“Gingering Up the Fall Campaign”

PARKER GRAMS



The man who carries such an assortment is always loaded with the right kind of ammunition. Loaned with a 12 or 18 dozen order. Don't you think it would make you feel proud to have such a showing in your store.

*Read the Poem and look at the Case
and Note the Parallel*

IT PAYS

When the dimpled baby's hungry, what does the baby do?

It doesn't lie serenely and merely sweetly coo;
The hungry baby bellows with all its little might
Till some one gives it something to curb its appetite;
The infant with the bottle which stills its fretful cries
A lesson plainly teaches—It pays to advertise.

The lamb lost on the hillside when darkness closes round
Stands not in silence trembling and waiting to be found;

Its plaintive bleating echoes across the vales and meads
Until the shepherd hears it, and, hearing, kindly heeds,

And when its fears are ended, as on his breast it lies,
The lamb has made this patent: It pays to advertise.

The fair and gentle maiden who loves the bashful boy
Assumes when in his presence a manner that is coy;

She blushes and she trembles till he perceives at last
And clasps her closely to him and gladly holds her fast,

And as he bends to kiss her and she serenely sighs
This fact is demonstrated: It pays to advertise.

—Chicago Herald.